



The First Annual Dust or Magic Awards

Ms. Picky Teacher
Consultant, *Children's Technology Review*

Inaugural Kids@Play 2009
Associated wiki and follow along chat at:
<http://dustormagic.wikispaces.com/kap>

Disclaimers & Disclosures

CTR attempts to be independent from the industry we review (no ads, no favors and so on). These are defined at <http://www.childrenssoftware.com/editorialguidelines.html>

Constructs like “quality/Magic” or “low quality/Dust” are slippery and subjective. I’ve tried to define both at <http://dustormagic.wikispaces.com>

The views are about to hear are the Picky Teacher’s, and *Children’s Technology Review*.



You want more?
Subscribe!

This is only a sample.

If you’d like to purchase a Magic Award, meet me in the Piaget watch shop after the presentation.

*Technology is merely
another material for children to
actively explore*



Jean Piaget

Visa or MC?

Jean Piaget in Las Vegas





2008 Dust List

(Title, rating) Dust, defined as lower rated products (N = 50) based on a < 4.0 rating on the CTR Evaluation Instrument found at <http://dustormagic.wikispaces.com/Evaluation> Instrument

Beanie Babies 2.0, 3.0
Brain Assist, 3.1
Build-A-Bear Workshop:A Friend Fur
All Seasons, 3.3
Clickables Fairies Collection, 3.9
Cory in the House, 2.1
Crayola Digital Camcorder, 2.1
Dance Dance Revolution Disney
Channel Edition, 3.5
Deca Sports, 3.9
Disney Friends, 3.0
Disney Pix Jr. Digital Camera For
Preschoolers, 3.5
Eco-Creatures, 3.6
Family Party: 30 Great Games, 3.6
futureU:The Prep Game for SAT, 3.5
Hardy Boys,The:The Hidden Theft, 3.7
Harvey Birdman:Attorney at Law, 3.9
Huru Humi, 2.5
Jetix.com, 3.4
Kid-Tough Portable DVD Player, 3.6
Kidi Art Studio, 3.3
Littlest Pet Shop (Wii,Windows), 3.0
Lock's Quest, 3.9
Margot's Word Brain (Wii), 3.2
MatchMaster, 1.3

ME2 (www.me2universe.com), 2.7
Mega Brain Boost, 3.8
Millsberry, 3.6
MonkeyBarTV
(www.monkeybarTV.com), 3.6
My Dream Job Babysitter, 3.5
My Horse & Me (Wii), 2.7
My Horse & Me (Windows), 3.8
Myst, 2.5
Nanostray 2, 3.8
Naruto: Ninja Destiny, 2.5
Naruto: Ultimate Ninja 3, 3.9
Natalie Brooks: Secrets of the Treasure
House, 3.4
National Geographic Panda, 3.5
PBS Kids Play! (www.pbskidsplay.org),
2.9
Pet Adoption Center, 3.3
Pipe Mania, 2.3
Purr Pals, 3.5
RS Tri-Bot, 3.8
Samba De Amigo, 3.7
Sega Bass Fishing (Wii), 3.0
Star Wars The Clone Wars: Lightsaber
Duels, 2.0
Stix 200, 3.6

Thomas & Friends: Special Delivery, 3.8
Tracksters (www.tracksters.com), 3.2
Worms:A Space Oddity, 3.0
www.ziggityzoom.com, 3.9
ZooKazoo (www.zookazoo.com), 3.7



2008 Magic List

(Title, rating) Magic -- Higher rated products (n = 107, rated 4.3 or better)

Age of Empires: Mythologies, 4.6
American Girl: Mia Goes for Great, 4.4
Animal Crossing: City Folk, 4.6
Animal Genius (Macintosh/Windows), 4.8
Animal Rescue, 4.5
Animation-ish, 4.6
Avatar: The Last Airbender - Into the Inferno, 4.4
Backyard Sports Baseball '09, 4.5
Bob the Builder: Can-Do Zoo, 4.6
Boom Blox, 4.5
Brain Quest Grades 3 & 4, 4.5
Brain Quest Grades 5 & 6, 4.5
Burnout Paradise, 4.4
Claymation Studio 2.0, 4.4
Club Penguin: Elite Penguin Force, 4.5
Crammer, 4.7
Creativity Express: Let's Start with Art!, 4.6
Crosswords DS, 4.5
didj: Star Wars The Clone Wars, 4.3
Diner Dash: Flo on the Go, 4.3
Dora the Explorer: Dora Saves the Mermaids, 4.3
Dora the Explorer: Dora Saves the Snow Princess, 4.6
Endless Ocean, 4.6
Exploring Nouns Sterling Edition, 4.4
Exploring Verbs Sterling Edition, 4.4
EyeClops BioniCam, 4.3
Farm Vet, 4.3
FIFA Street 3, 4.4
Fisher-Price Computer Cool School, 4.9

Giggles: Computer Funtime for Baby - Nursery Rhymes, 4.9
Go, Diego, Go! Safari Rescue (Wii and PS2), 4.5
Go, Diego, Go!: Great Dinosaur Rescue (Console Version), 4.7
Goosebumps Horrorland, 4.6
Gran Turismo 5 Prologue, 4.4
Guitar Hero On Tour: Decades (DS), 4.4
Guitar Hero World Tour, 4.4
Guitar Hero: On Tour (DS), 4.5
Guitar Praise, 4.5
Harvest Moon: Tree of Tranquility, 4.7
High School Musical 2: Work This Out!, 4.5
High School Musical 3: Senior Year DANCE!, 4.4
Hot Shots Golf Open Tee 2, 4.6
Hot Shots Golf Out of Bounds, 4.6
Hurricane Katrina: Tempest in Crescent City, 4.3
I SPY Treasure Hunt (Leapster), 4.5
ItzaBitza, 4.6
Karaoke Revolution Presents: American Idol Encore, 4.6
Kidspiration Version 3, 4.7
Know Your USA 1.5, 4.5
Legend of Spyro, The: Dawn of the Dragon, 4.6
LEGO Batman: The Videogame, 4.5
LEGO Home Page (www.lego.com), 4.6
LEGO Indiana Jones: The Original Adventures, 4.7
Line Rider 2: Unbound, 4.5
LittleBigPlanet, 4.5

Lost Cases of Sherlock Holmes, The, 4.6
Madagascar: Escape 2 Africa Video Game, 4.7
Madden NFL 09, 4.6
Mario Kart Wii, 4.6
Mario Super Sluggers, 4.8
MechanicMaster, 4.5
My Guitar, 4.4
My Noggin (www.mynoggin.com), 4.6
My Piano, 4.6
Mystery Case Files: MillionHeir, 4.8
NBA Live 09, 4.6
NHL 09, 4.5
Ninja Reflex (Nintendo DS), 4.4
Okami, 4.6
Order Up!, 4.7
Outwit!, 4.8
Pajama Sam in Don't Fear the Dark (Wii), 4.4
PBS Kids Island (www.readytolearnreading.org), 4.4
Pokémon Mystery Dungeon: Explorers of Time, 4.5
Professor Garfield (www.professorgarfield.org), 4.6
Pulse Smartpen, 4.6
Rayman Raving Rabbids TV Party, 4.4
Rock Band 2, 4.5
Sea Pals World (www.seapalsworld.com), 4.5
Secret Agent Clank, 4.4
Sid Meier's Civilization Revolution (DS), 4.4
Sonic Riders: Zero Gravity, 4.4
Sonic Unleashed, 4.4
Speaking Spelling Bee, 4.6

Spider-Man: Web of Shadows, 4.3
Spore (Windows/Macintosh), 4.7
Spore Creature Creator, 4.7
Star Wars: The Force Unleashed, 4.5
Stylin' Studio, 4.8
Tag Reading System, 4.6
TimeLiner XE, 4.4
Tomb Raider: Underworld, 4.4
Toy Shop, 4.6
Ultimate Band, 4.4
Ultimate I Spy (Wii), 4.6
Unsolved Crimes, 4.5
We Ski, 4.5
WiiMusic, 4.6
Wild Earth: African Safari, 4.6
World of Goo, 4.8
Zenses Ocean, 4.7
Zenses Rainforest, 4.8

Dust

Wiidiocrity*
Velvet Ropiness
Non-touch screen
Fake PR (XB360 “family”)
XO’s Sappy Marketing
Spore’s DRM
EA’s mixing ads w/content
General sloppy design
Browser selectiveness
Sluggishness

Magic

Sharing ideas
Accelerometer & Touch
Graffiti
Sims
Connectedness
World of Goo
Large screens
Google Everything (Earth)
3D graphics & sounds
Control

* James Oppenheim used the term “macromediocrity” in a 2002 Dust or Magic presentation



“Wiidiocre wii-ware
makes me wiip!”

To avoid being on the “Dust” list, understand that

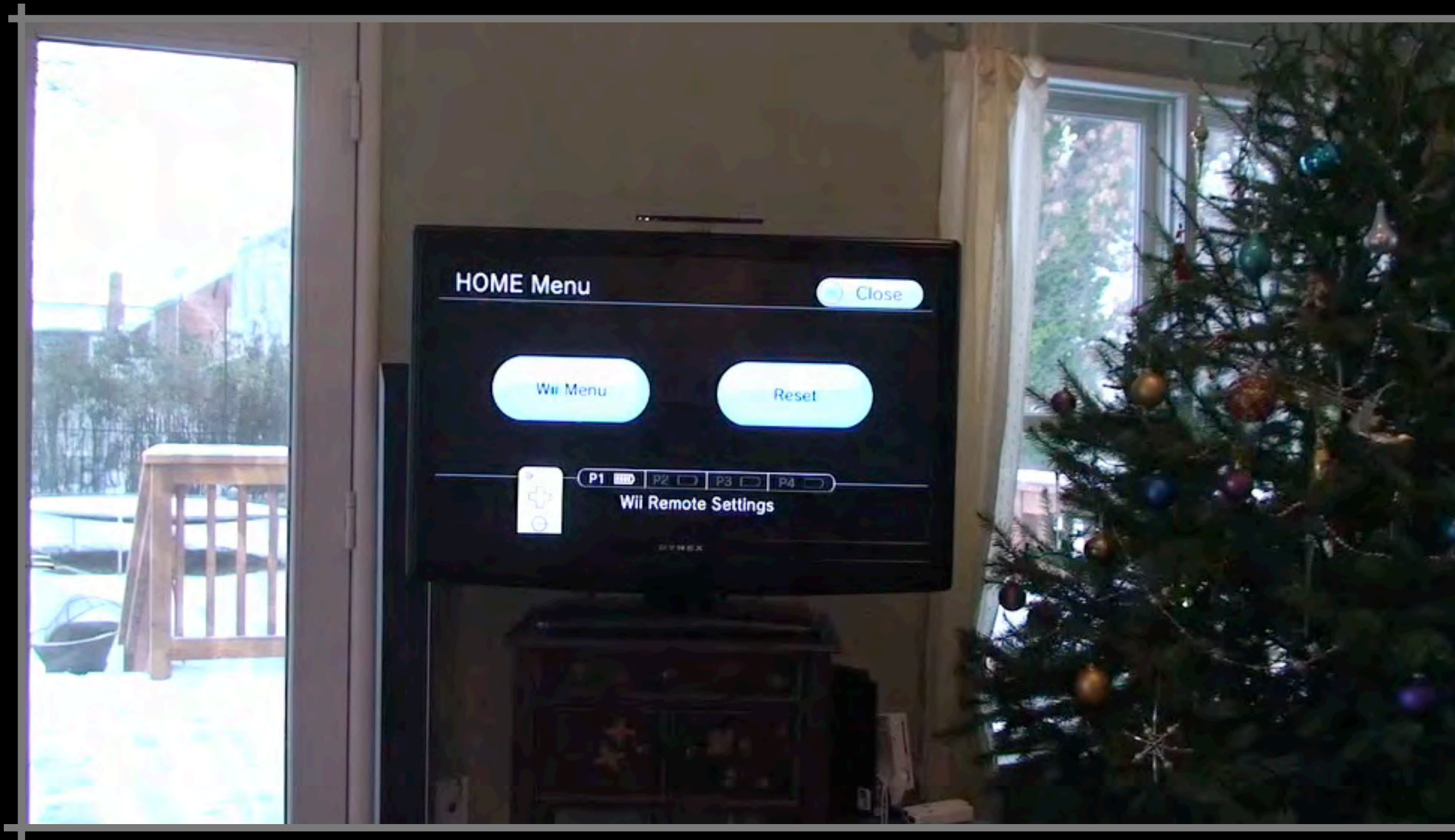
- Complexity is poison. Even in small doses, it hurts your product and your bottom line.
- Too much “push” in a child’s interface can be like cholesterol to engagement.
- You must set the stage for accidental success early on.
- You should learn some highly scientific testing procedures.

CTR's Stapler Test ®



<http://www.youtube.com/watch?v=VlvmhfTJPb4>

Dust The Stapler Test applied to the Wii



Dust Spore Magic



Samba De Amigo's Calibration Process





Dust

Me2 Universe



Dust

Clunkables



Dust

Build-a-Bear's Psychopathic Game



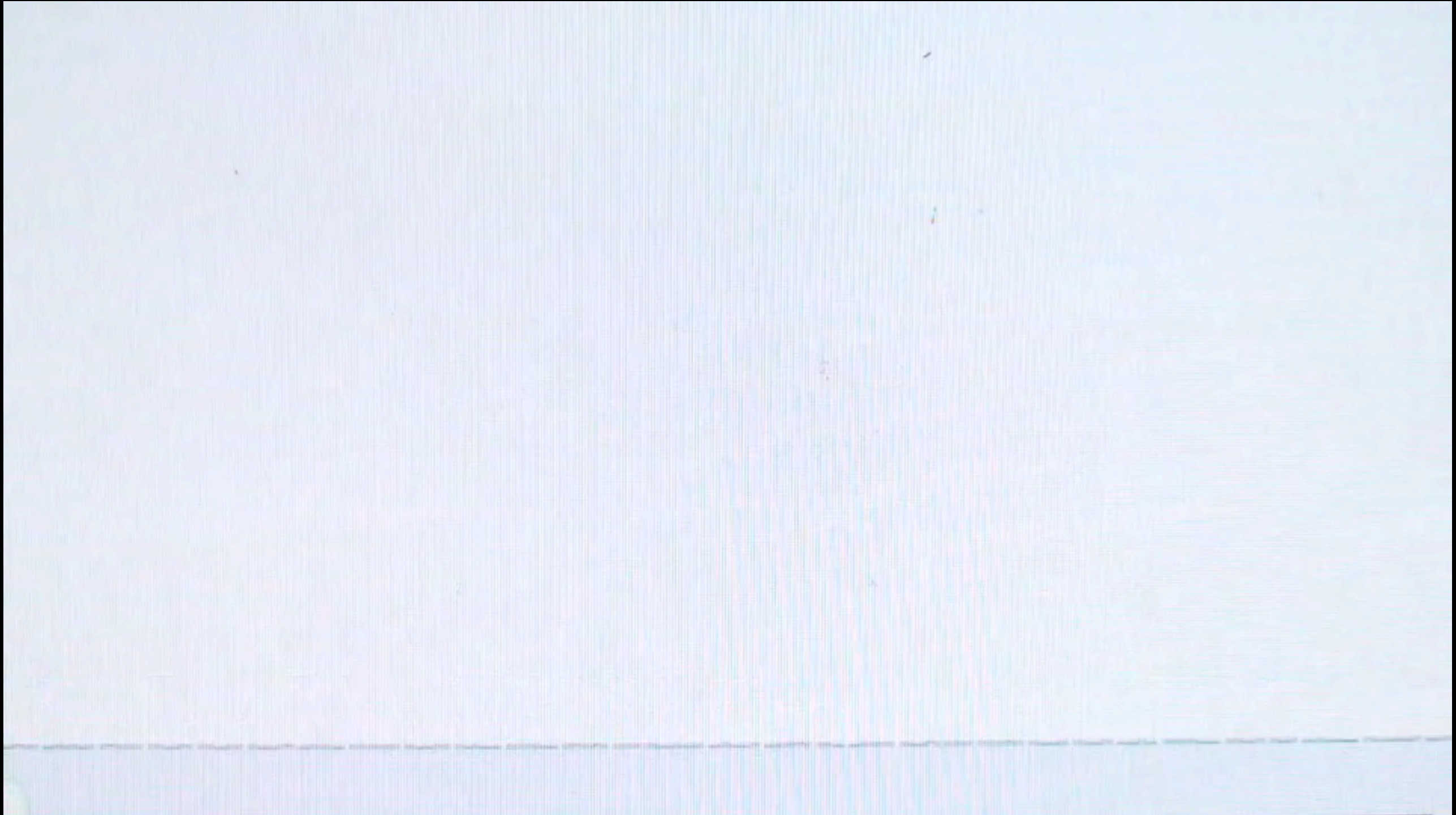


Graffiti (A Free FaceBook Application)





Graffiti Playback

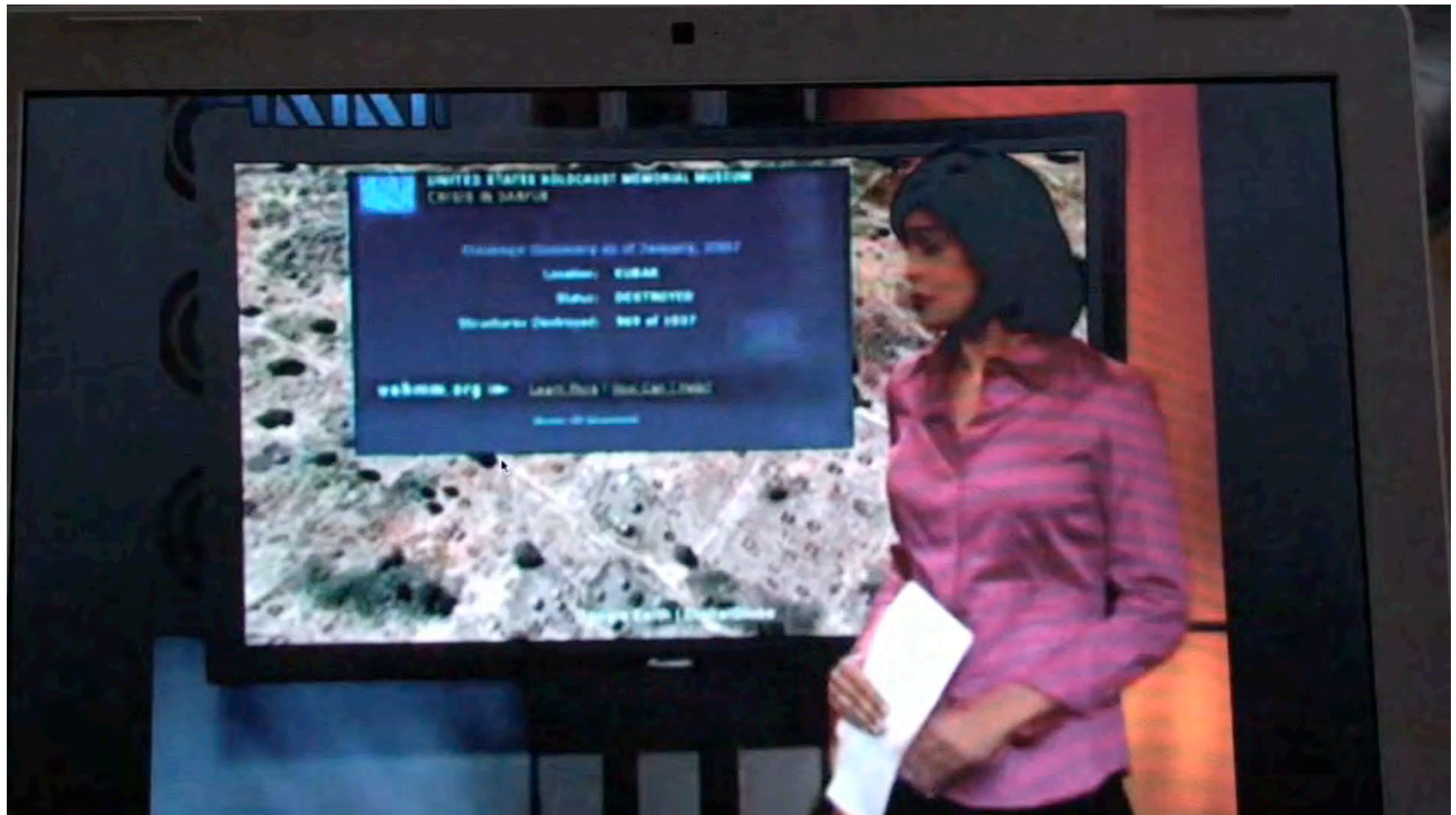


Accelerometers

Magic



Magic Increased Relevance: Google Earth



Magic

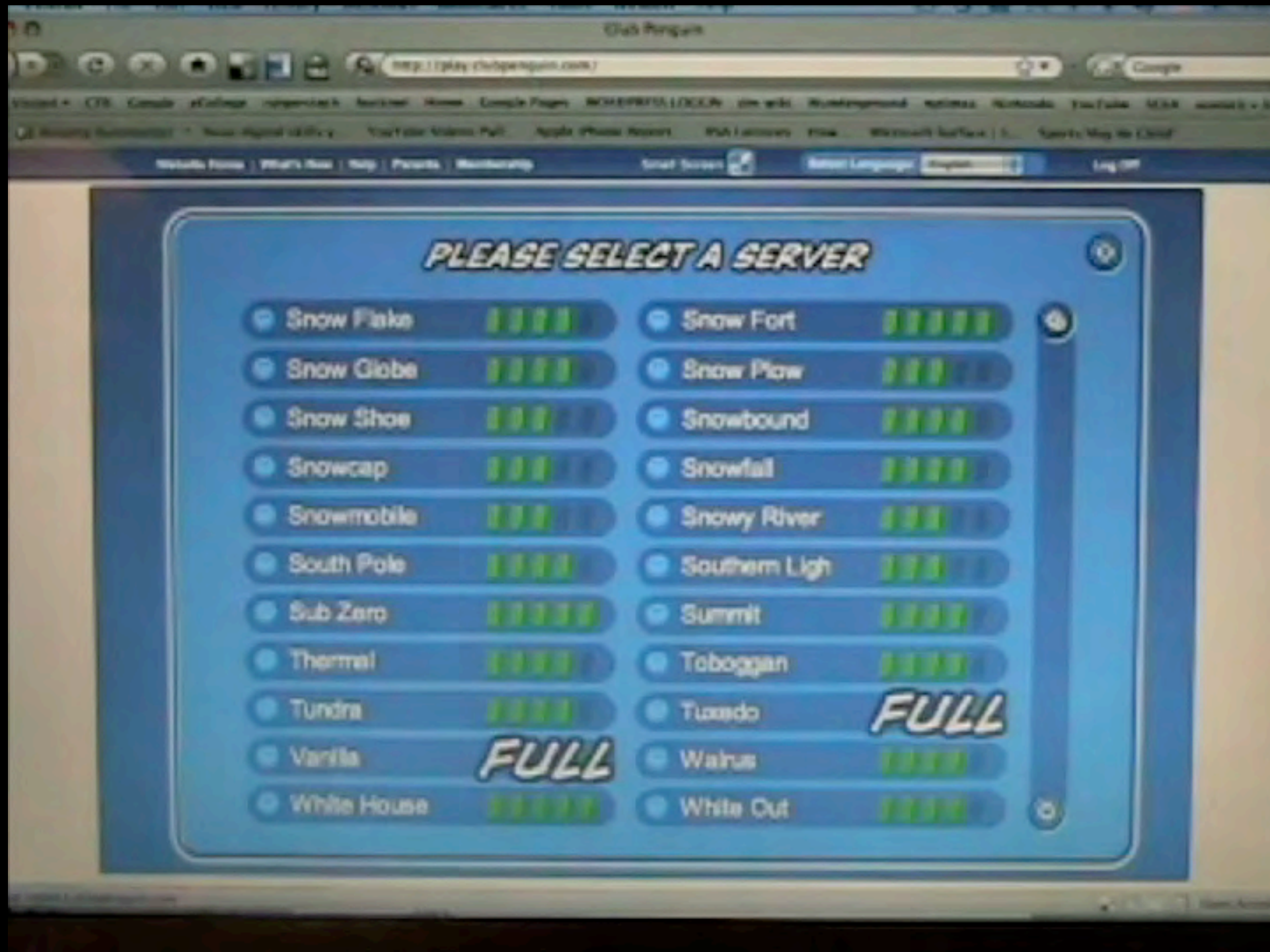
SimAnimals



<http://www.youtube.com/watch?v=ueQOpRwBjw>



Club Penguin, the Magic



Can you get in?



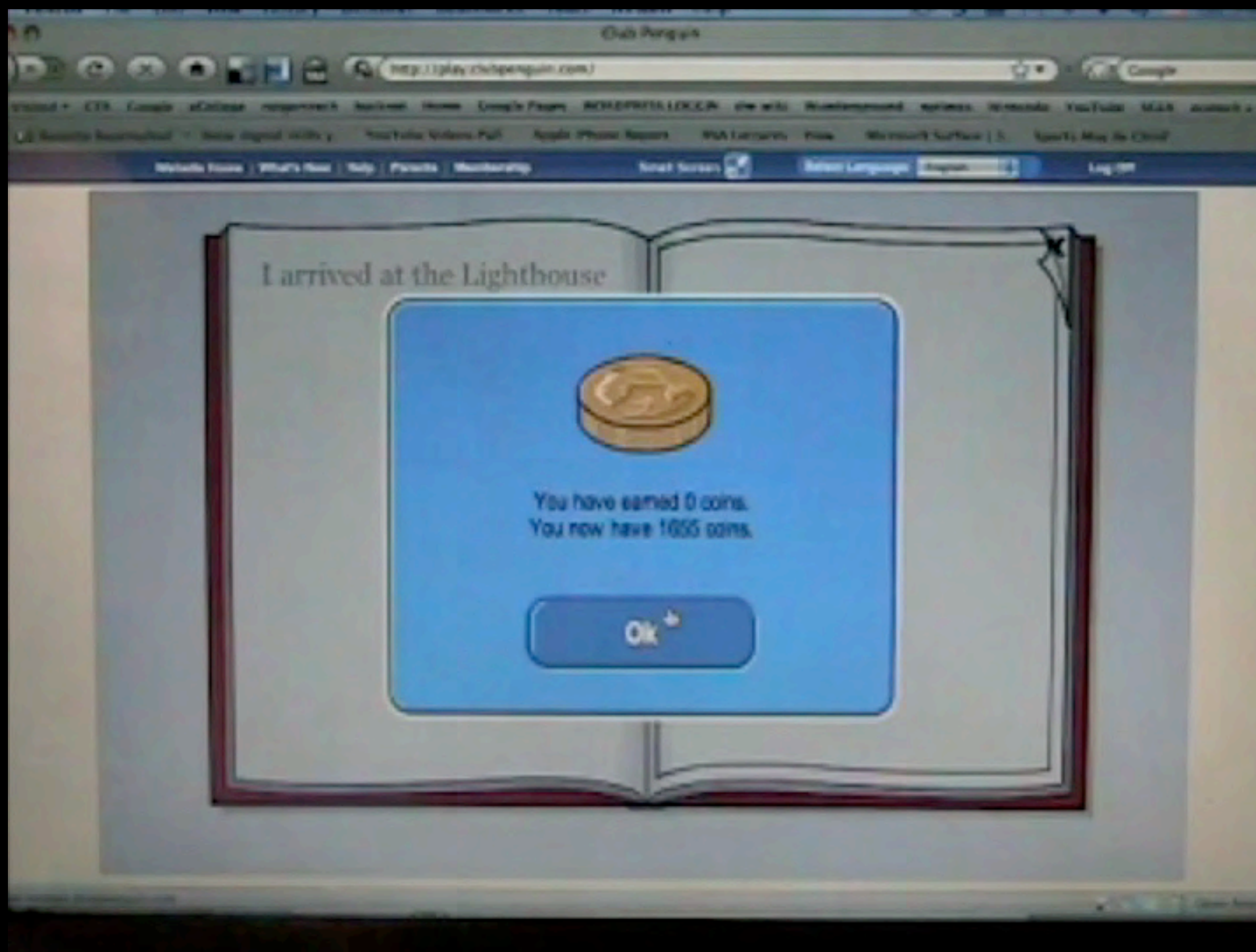
The Velvet Rope Effect is Increasing

Club Penguin Dustiness



Dust

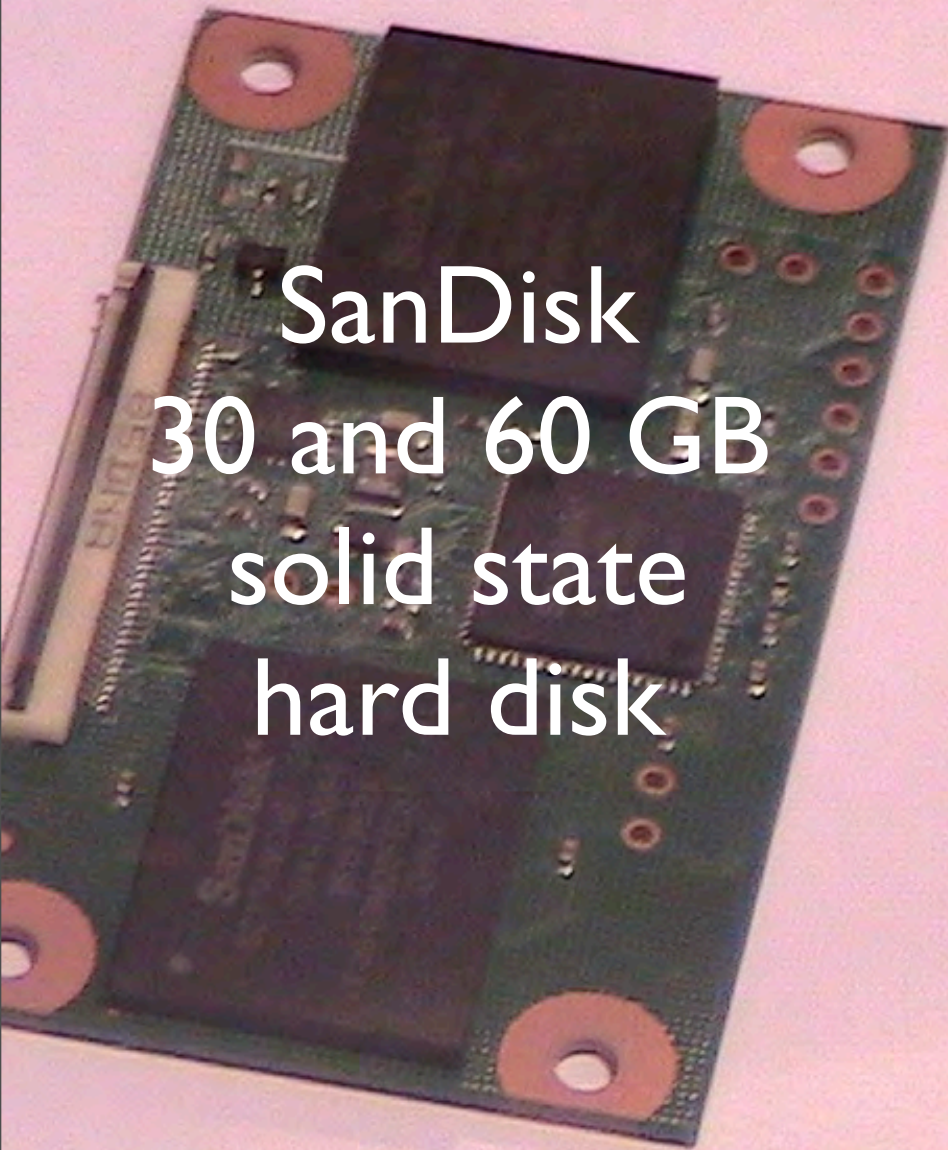
Club Penguin's Bigger Velvet Rope



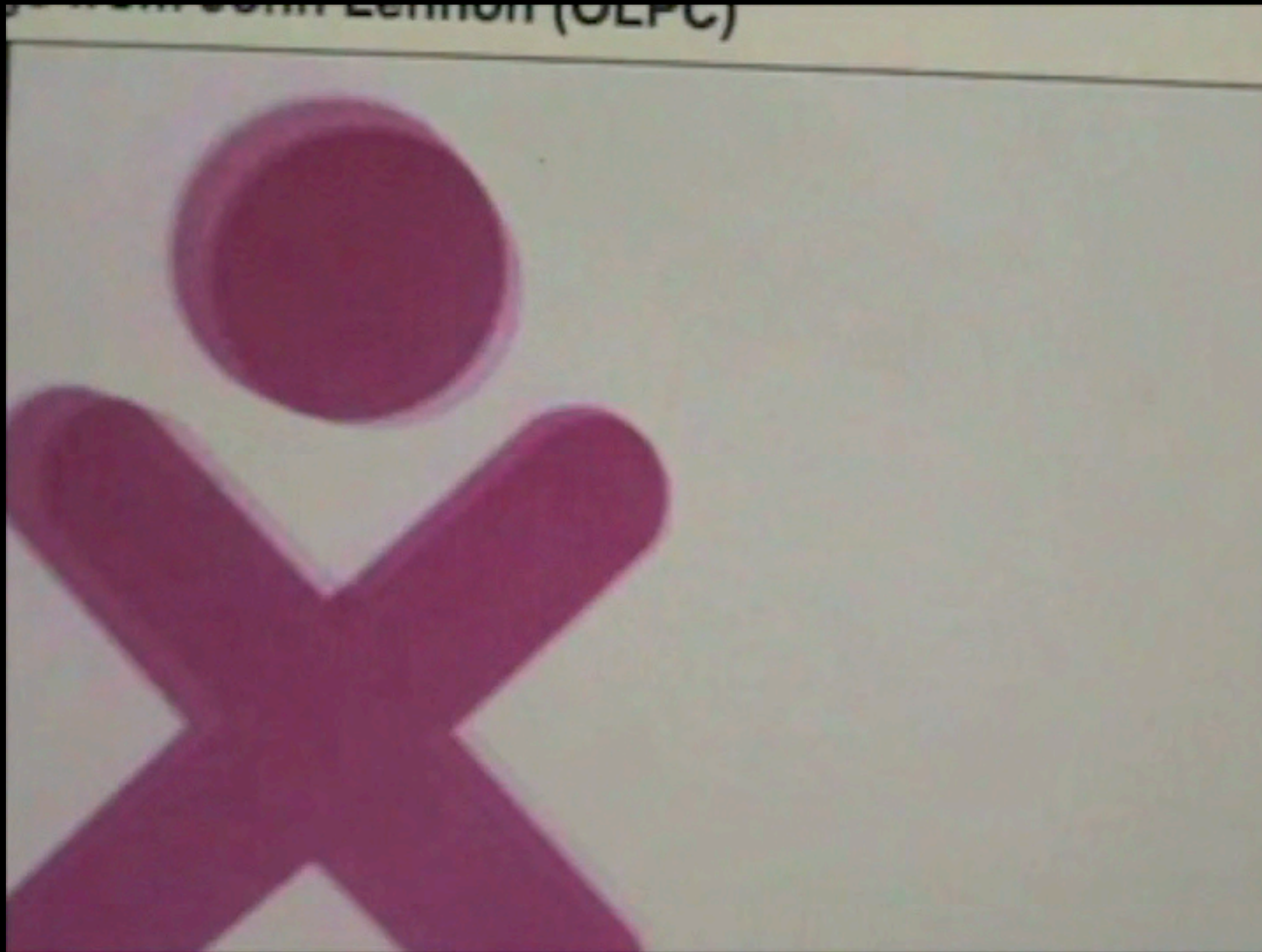
XO vs DS vs eee vs. iPhone



\$300 Netbooks



One Leaptop's XO Computer Ad

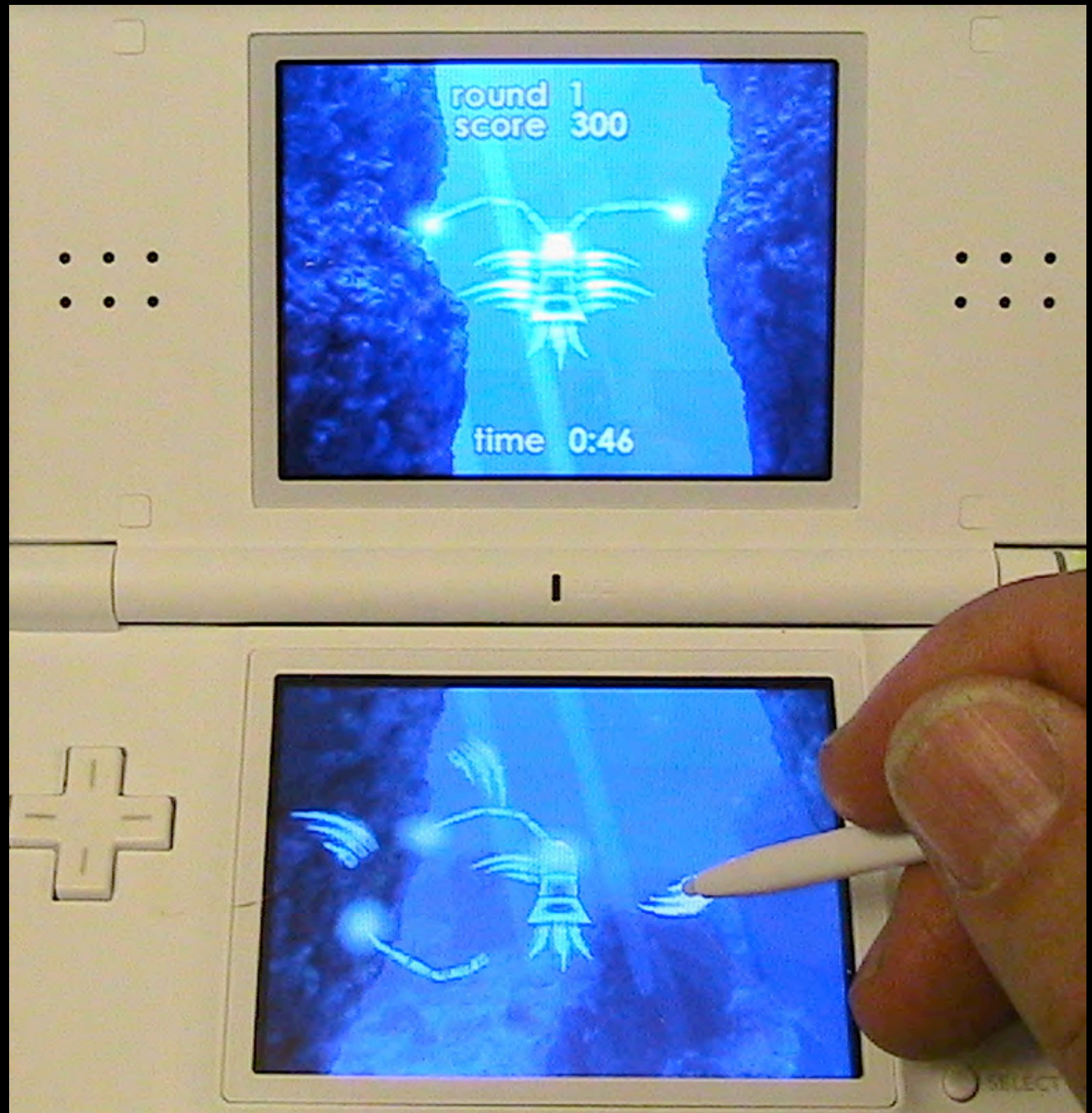


<http://www.youtube.com/watch?v=4b4GkGMiBDQ>

Zenses Ocean & Rainforest

American Game Factory,
\$30 each, Nintendo DS

Magic



Zenses Ocean & Rainforest Demo



What would Vygotsky say?



More levels of realism



What would Piaget say?



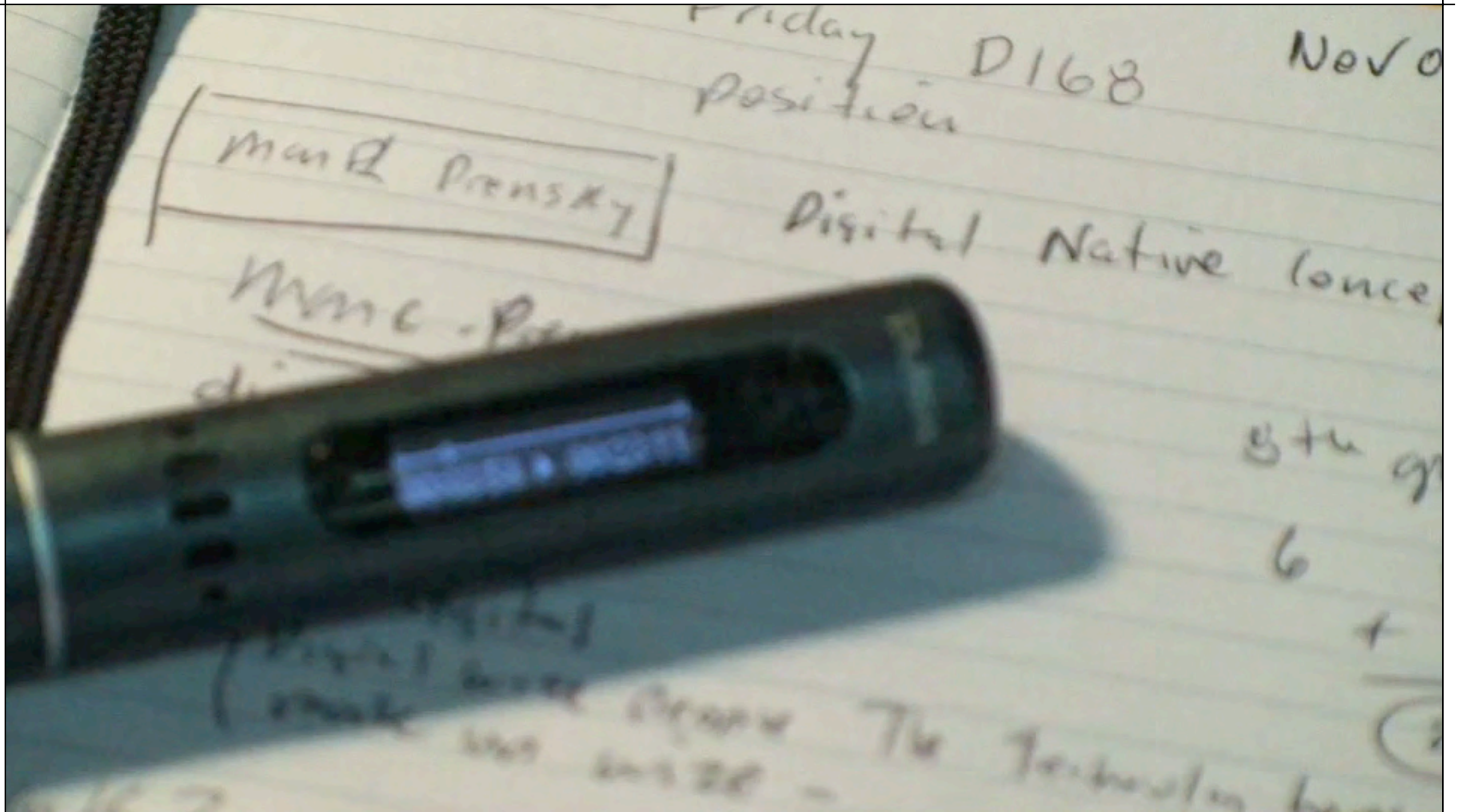
What's coming from HP and Asus



Magic



Pentop Computing



<http://www.youtube.com/watch?v=BtYqaI30KuU>

Madagascar 2, PS3, Activision

Magic



Free Realms (Sony Online Entertainment)

Dust
Magic



www.childrenstechnology.com

<http://www.youtube.com/watch?v=yFSB9e6rTio>

LittleBigPlanet, Sony, PS3



Sandisk U3

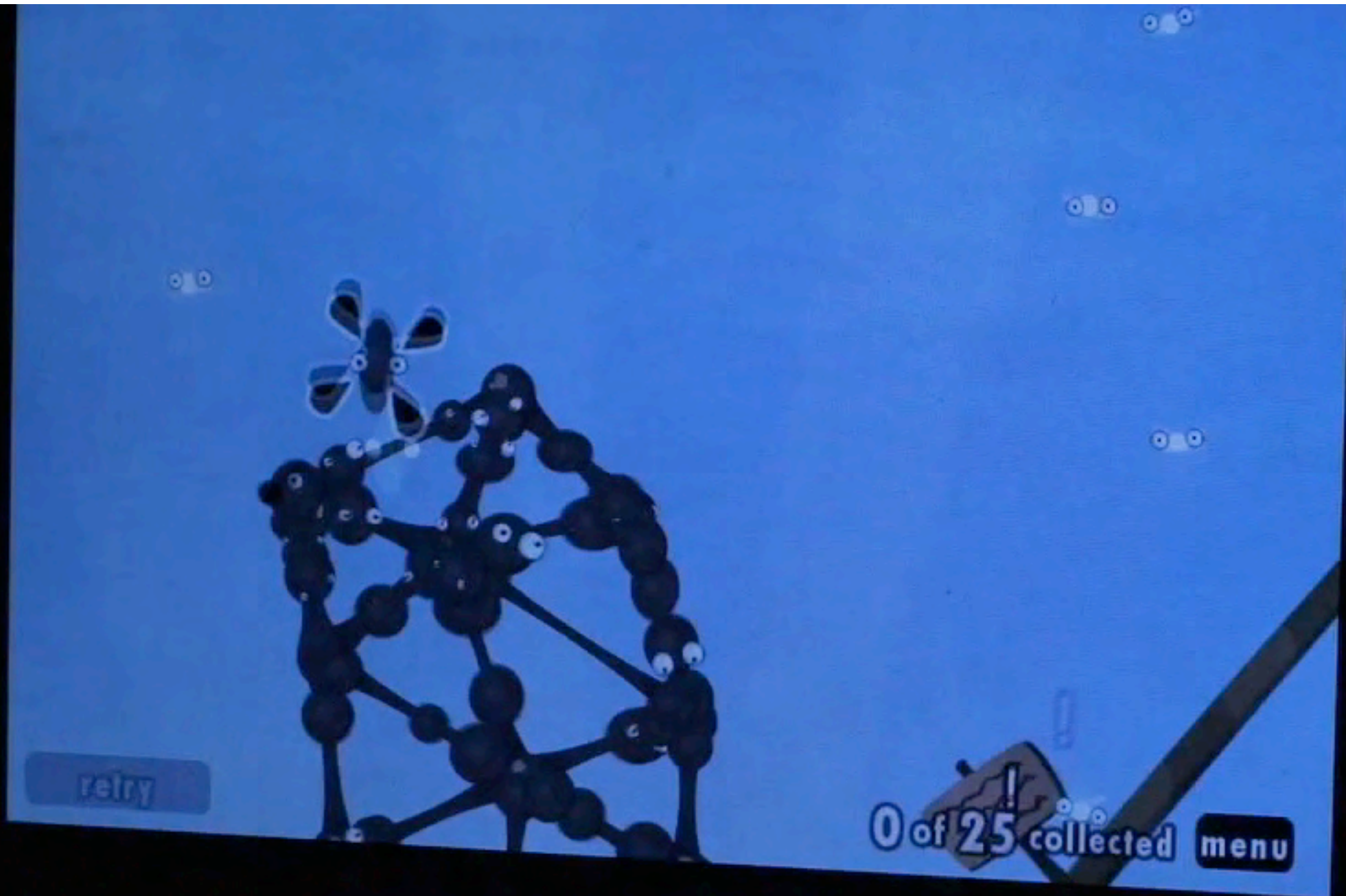
Magic

Dust





Actively constructing knowledge with Virtual Goo



<http://www.youtube.com/watch?v=vqHAfQ4o0Hw>



The hands of the President Elect



The hands of the President Elect



The hands of the President Elect



First weekly address



The hands of the President Elect



First weekly address



The hands of the President Elect



First weekly address



and geeks don't bowl...



Obama's Blackberry





**Publishers—
I luv ya!
(as long as you take
care of the
youngsters)**

Ms. Picky Teacher
Consultant, *Children's
Technology Review*

<http://dustormagic.wikispaces.com/kap>
www.childrenstechnology.com